



FUTURE FARM
INDUSTRIES CRC

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Adoption & Commercialisation What is it?

The FFI CRC's 'five star'* **Adoption and Commercialisation (A&C) pathway** will enable the CRC to achieve the Commercialisation and Utilisation Outputs and Milestones in its Business Plan by:

- o understanding connections and relationships within the complex array of public-private networks that characterise rural research and extension in Australia, and
- o using that understanding to substantially enhance the networks' capacity to deliver consistent and integrated advice about the CRC's technologies and apply them at farm to regional scales.

The 'five star' pathway refers to five elements of activity that are occurring simultaneously to embed adoption and commercialisation in FFI CRC culture from 'day one'. These are: communication; researcher-user engagement; user training (accredited and non-accredited); commercialisation (which may include revenue generation) to maximise adoption; and monitoring, evaluation and adaptive management.

** Term coined by Scott Glyde, Education & Training Program Manager- thanks Scott!*

Communication

Communication, in the context of Adoption and Commercialisation, is about communicating progress concerning technology development and adoption to CRC Centre staff, researchers, users and wider FFI CRC audiences. Communication activities include FFI CRC and Participant websites, publications and audio and print media.

A communication plan is to be developed by the FFI CRC Communications Manager.

Researcher-user engagement

Researcher-user engagement involves researchers working with users in research and technology development from research planning through to technology marketing and commercialisation where appropriate.

The engagement process generates joint researcher-user understanding of the relative advantage to be gained from the proposed technology, and the factors that matter in user adoption. It accommodates user learning preferences and incorporates their experience, skills and knowledge into project design and management.

In addition, it includes user trialling of the technology as it develops, and arrangements for transferring researcher and next user experience, skills and knowledge about the technology to end users.

User training

User training encompasses FFI CRC-managed and Participant-managed training activities and events aiming at up-skilling next users and end users who may not have been directly involved in developing the technologies so they too can become confident in understanding and applying the technologies.

Training activities include FFI CRC *Evertrain* accredited training (under the national Australian Qualifications Framework system), non-accredited (but assessed) training, and more informal, non-assessed activities.

Commercialisation

Commercialisation is focused on improving adoption performance and protecting the integrity of FFI CRC-developed products. It could include packaging FFI CRC technologies into integrated, branded products amenable to marketing with other services. Commercialisation can include revenue generation for the benefit of the FFI CRC.

Monitoring, evaluation and adaptive management

Monitoring and evaluation of Adoption and Commercialisation activities during the life of the FFI CRC will be undertaken continuously with ongoing feedback as well as formal reporting to the Adoption Manager at specific intervals (for example prior to the proposed mid-term review of the CRC).

This process will enable the Adoption Manager to adaptively manage Adoption and Commercialisation activities to ensure the Business Plan milestones are met.

Notes:

In FFI CRC, Adoption & Commercialisation is synonymous with Commercialisation and Utilisation (C&U), and is being used to more clearly reflect the way in which the FFI CRC will achieve its C&U Outputs and Milestones.

The Adoption & Commercialisation Consultative Panel was previously known as the Commercialisation & Utilisation (C&U) Consultative Panel. Kevin Goss, CEO, FFI CRC, chairs the A&C Panel.

There have been a number of title changes for senior FFI CRC staff:

- *John Powell, previously Acting General Manager, Commercialisation & Utilisation, is now Adoption Manager*
- *Mike Ewing, previously Acting Research Manager, is now Research Director*
- *Mark Stickells, previously Acting Chief Operating Officer, is now Commercial Director and Company Secretary*

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